THE KENTUCKY PRESS

Of, By, And For The Kentucky Newspapers

Volume One

May, 1929

Number Four

RULES ANNOUNCED IN NEWSPAPER CONTEST

Four Silver Cups and Cash Awards Will Be Given the Winners

Final plans and rules for the annual newspaper prize contest were decided upon by the association committee at a meeting held May 4, and are given below. The following is official and all contestants are asked to observe and follow the simple rules as laid down both as to content and time limit.

As was announced in the April issue of the Press, a new contest has been planned, "Community Service," and a large silver loving cup will be awarded the winner in this contest. Rules and description of contest follow. There will be only one prize awarded in this contest.

All-Around Paper Contest
A large silver loving cup will be awarded to the winner of first place with \$15 and \$10 cash prizes ready for the winners of the second and third places. The rules for this contest are: Entrant to select two issues, one published during each of two months, January, 1929, and April, 1929, from which one copy will be selected for

the entry.

This contest will be judged on the same points as in last year's contest: Factors for Scoring: General Appear-Factors for Scoring: General Appearance, 30%; Local News, 25%; County Correspondence, 5%; Personal Items, 10%; Farm (or chief industry) News, 5%; General News, 5%; and Editorial,

First Page Contest

First Page Contest
Prizes in this contest include a silver loving cup for winner of first place with cash awards of \$15 and \$10 for second and third place winners. Factors to be judged in this contest include headlines, news story content, typography, balance, make-up, name-plate, press work, and pertinent material that should appear on a community weekly's front page.

The rules governing this contest are: Entrant to select four issues, two from publications from each of the two months of February, 1929, and April, 1929, from which the best front page will be selected for the entry.

Best Editorial Contest

The winner of first place in this con-

The winner of first place in this contest will carry home a silver loving cup, the "President's Cup," with cash prizes to the second and third place winners of \$10 and \$5 respectively. Entrant to select one editorial published in any issue of his paper between the dates of May 20, 1928, and May 20, 1929.

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All Roads Lead East To Ashland On June 13-15

The 60th annual mid-summer meeting of the Kentucky Press Association will be held June 13, 14 and 15 at Ash-land, and promises to be one of the most successful meetings ever held by this old association of Kentucky editors. Ashland is a city of beautiful homes and progressive citizens, many industrial plants, and a city that is doing big things. The state editors will doing big timings. The state editors will be entertained in royal fashion and a large crowd is expected. A paved high-way to Ashland makes it possible for motor travel and many will drive to

C. & O. to Advertise

The Chesapeake & Ohio Railway Company agreed to send advertise-ments to publishers using its lines to ments to publishers using its lines to the Ashland meeting to balance the amount paid for transportation over the C. & O. in the state. Each member of the Kentucky Press

Association attending the meeting and riding over the C. & O. lines within riding over the C. & O. lines within the state is asked to purchase a round-trip ticket, take a receipt from the agent for the fare paid and send the receipt to Mr. T. H. Gurney, Passenger Traffic Manager, The C. & O. Railway Co., Richmond, Va. Mr. Gurney will arrange to reciprocate by extending the same amount for advertising in the papers of the respective editors using the C. & O. lines. This applies strictly to intrastate trips and over the C. & O. only. C. & O. only.

Interesting Program

The program this year will be one of interest to every editor in the state and everyone who can should attend the meeting. Headquarters will be at the Henry Clay hotel in Ashland, and registration and a get-together meeting will be on Thursday evening June registration and a get-together meeting will be on Thursday evening, June 13, at 8 o'clock, Eastern Standard Time. The editors will then be shown through the large plant of the American Rolling Mill Company. It will be worth the trip just to see this wonderful plant in operation at night.

A business meeting will be held Friday morning, followed by a luncheon to be given by Editors B. F. Forgey and J. T. Norris, of the Ashland Daily Independent. Then in the afternoon unere will be a motor trip through the three states that join near Ashland

three states that join near Ashland and golf for those who desire to play.

A banquet will be given Friday night by the Ashland Chamber of Commerce, followed by a reception and dance. The meeting will close Saturday morning with a business session, at which the ladies will occupy most of the time. Miss M. Annie Poage, widely known newspaper woman, of Ashland, and

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SUBSCRIPTION RATES ARE BELOW AVERAGE

State Newspapers Could Boost Subscriptions Without Any Appreciable Loss

The class is Community Journalism at the University, in conducting their recent survey of the community newspapers throughout the state, have repapers throughout the state, have received only 60 of the 190 qustionnaires which were sent out to the publishers. This is approximately only 32% which means that 68% of the editors in this state are either asleep or indifferent to the success of an enterprise which was undertaken for their benefit only. Of these 60 nepers three are delies

was undertaken for their benefit only.

Of these 60 papers three are dailies, but we may safely take the remaining 57 as representative community week-lies. The most startling fact gained from these reports was the low subscription rates which prevail.

It becomes an obvious fact that with the object of hydrogen compensations when the same of the same

a bit of business co-operation among publishers, plus a small amount of enpublishers, plus a small amount of energy devoted to preparing the right kind of announcement to subscribers, would net, conservatively estimated, an additional annual income of \$50,000 divided among the majority of Kentucky weekly newspapers whose rates are now much too low.

Forty Papers Below \$2.00

This conclusion is deduced from the following tabulation of subscription rates of the 57 weeklies whose questionnaires were so obligingly returned. Subscription

Number of Newspapers Subscription Rate \$1.00 4 \$1.25 1 \$1.50 35 \$1.50 \$1.50 \$2.00 sewspapers cl Here we have 40 newspapers charg-

ing a subscription rate of \$1.50 or low-er when the truth of the statement that they would just as easily get \$2.00 is attributed by the fact that 10 pa-

pers do.
Twenty years ago the average subscription rate for weeklies was \$1.00 a year, but by the beginning of the war enough progress has been made so that the prevalent rate was \$1.50. With that the prevalent rate was \$1.50. With the jump in prices brought about by the war many publishers increased the rate to \$2.00. Hundreds of publishers throughout the country, with exper-ience in raising subscription rates re-port that the change can be made with a surprisingly low loss in number of subscribers

of subscribers

Low Rates Go by Counties

It is noted in the survey in this state that the low rates usually went by counties. If one or two publishers

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KENTUCKY PRESS THE

Official Publication of the Kentucky Press Association

VICTOR R. PORTMANN, Editor-in-Chief

Published by the Department of Journalism, University of Kentucky, Lexington Printed by The Kernel Press

Application Pending for Entry as Second Class Matter

PRESS ASSOCIATION OFFICERS

- J. M. Allen, Cynthiana Democrat, President
- J. Herndon Evans, Pineville Sun, Vice-President
- Joe T. Lovett, Murray Ledger-Times, Chm. Ex. Committee
- J. Curtis Alcock, Danville-Messenger, Secretary-Treasurer

ON TO ASHLAND!

After reading over the program for the mid-summer meeting at Ashland and noting the good time in store as planned by Brother Norris for the KPA, we have come to the decision that nothing will keep us away on June 13. Every editor ought to take a few minutes off from his busy desk and play awhile with his friends and comrades-in-arms. So put the "devil" in charge of your office and hitch up the old Ford and all roads lead to Ashland in June. The editor also serves notice that he is after the golf championship even if his score hovers near or over the 100 mark. Let's go! After reading over the program for

SEND IN ENTRIES

The official announcement of the newspaper contests of the KPA is made in this issue of the Press. A tentative announcement was made in the April issue, and little or no change can April issue, and little or no change can be noted. Every association member is urged to send in entries for all contests, some are already in the hands of the chairman. The committee hopes to have a large entry list as the judge is a bear for punishment, and likes a number of papers from which to make his final choice of the first, second, and third places. Please note the deadline and get your entries in as early as possible.

THE COMMUNITY CONTEST

As was noted in the April issue and again in this issue, a new prize contest has been added to the annual contests of the KPA. This is entitled the "Community Service" contest and will be awarded on the basis to that newspaper that has given the best constructive service to its community during the past year. The first duty of a worthwhile community newspaper is to give service to its community—to be a booster, to aid in its development, to foster and encourage everything that will make it a better place to live in, and to promote its civic and social progress toward a definite goal.

Every newspaper that has served its public well during the past year is cer-As was noted in the April issue and

public well during the past year is certainly eligible to enter this contest.

Just pause for a minute and think of the articles that you have written, the

editorials that you have perspired over and the information that you have dug out, all of which were your contribu-tion toward making YOUR community one of the best towns in Kentucky. So

one of the best towns in Kentucky. So get busy and send in your entry for this contest, and win the big cup that is promised you.

In another column is published the achievements of the newspapers which won the community contest in the National Editorial Association last year. The Kentucky contest is based upon the same plan as the NEA contest. Read this over and ascertain if any of your promotional activities equal. Appears to the promotional activities equal. your promotional activities equal, approximate, or better the activities as outlined by the winners in the NEA

ADVERTISING RATES LOW

ADVERTISING RATES LOW

In the March issue of The Press was an article giving a method of determining the cost per inch for each issue of the paper. This cost must be borne by the advertising. Using this cost system the NEA has determined certain rates for advertising, based upon the average cost per issue of community newspapers all over the county.

A recent survey of community newspapers in Kentucky has shown that the advertising rates are considerably lower than those suggested by the NEA.

NEA.

Responses from sixty newspapers, scattered throughout the state, give a representative sampling of the whole. Of these sixty papers, only three agreed with the NEA rates.

The NEA rates are based upon a single rate for both local and foreign advertisers. Most of the Kentucky newspapers have a dual-rate, the foreign rate being higher than the local. Local advertising rates were found to average 15 cents lower than the rates suggested by the NEA. Six newspapers had a local rate which exceeded the NEA rate, and the average excess was eight cents.

the NEA rate, and the average excess was eight cents.

The foreign rates average nine cents lower than the NEA rates. Eight papers charged a rate for foreign advertising which exceeds the NEA rates. The average of this excess was seven cents.

There is no reason why a community

paper should publish at a loss and give the advertising away. Your merchant asks a fair price for his commodities and is willing to pay a fair price for what he buys. You cannot lose in the long run so

YOUR ADVERTISING BOOST

RATES TO A LIVING WAGE!

NEWWSPAPER TIES UP ADS, JOBS AND OTHER SERVICES

AND OTHER SERVICES

The Geneva (Neb.) Signal, Frank O. Edgecombe, has a complete mailing list for the entire county, and a part of adjoining counties. At intervals every person not a subscriber to The Signal gets a sample copy. These mailings are made the occasion for selling additional advertising. The list is kept corrected up to date. He sells the use of it for mailing circulars, etc. Only those who buy their printing from The Signal may use it. This results in a substantial addition to job department profits.—Ole Buck.

VALUABLE POINTERS GIVEN ON ADVERTISING

Interesting and instructive was a recent article on "How to Build Up Local Advertising," by Editor Howe V. Morgan of the Sparta, Ill., Plaindealer, in The United States Publisher. That Mr. Morgan is qualified to discuss the subject is evidenced by the fact that he has had the enjoyable experience of seeing the amount of space sold in each issue of his paper more than treble in the past five years. And this with no increase in the number of merchants in the town, and with only a 30% increase in circulation. "Building up local advertising re-

a 30% increase in circulation.

"Building up local advertising resolves itself into selling our space and seeing that the space sold contains sales arguments and so arranged typographically as to bring results for the purchaser or space," says Mr. Morgan, continuing: "Too many good space sellers quit as soon as the space is sold and pay no attention to the pulling power of ads as written by some of the business men, who may be good business men in all branches of the game except ad writing."

Mr. Morgan emphasizes the fact that

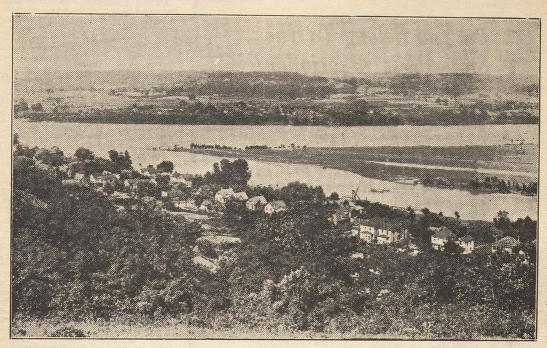
ness men in all branches of the game except ad writing."

Mr. Morgan emphasizes the fact that successful advertising solicitors frequently not only sell the space, but in many cases write the ads, lay them out, see that they are well displayed and well illustrated and even assist in arranging window displays.

Due emphasis is also given to the importance of having a healthy circulation, as well as an abundance of well written local news.

After each issue of the News-Plain-dealer is off the press, the cub reporter clips each ad, pastes it upon a brilliant piece of coated blank and places it in the window of the advertiser. With each window display of advertised merchandise, a two-color window card bearing the words, "This Merchandise as Advertised in the News-Plaindealer This Week—Watch Its Columns for Our Announcements," is given a prominent position. This service not only interests the public in the careful reading of advertisements, but also impresses the merchant favorably.

VIEW OF THREE STATES



Where Kentucky, Ohio, and West Virginia meet just east of Ashland.

MERCHANTS SHOULD HAVE CIRCULATION INFORMATION

In an editorial published October 6, The Dry Goods Economist told its readers that a large circulation may not necessarily mean a valuable circulation and called attention to an angle of newspaper advertising that sometimes may not be considered by publishers when they are building or improving their circulations.

Quoting Mr Jay Injuger vice preci-

publishers when they are building or improving their circulations.

Quoting Mr. Jay Iglauer, vice-president of Halle Brothers of Cleveland, the editorial in setting forth the merchant's interest in newspaper advertising said: "Ask the newspapers to show what happened to the circulation when they introduced the types of salacious stories that appear all too frequently of late. Ask them to show you the results of the offering of premiums and contests of all sorts. We have seen charts showing the distinct bulge in the chart line when these devices are used. Do you think such hypodermics of circulation add to the value of the merchandise advertising of a store? Yet all these readers go into the general hopper of the circulation records—the records upon which the price per inch is based." The editorial comments further concerning local and out of town circulation and says that merchants are entitled to as much information concerning the service they are buying as the customer who may be buying any other kind of merchandise.

One of the policies of the National Editorial Association has been to foster better business methods among its members. It has taken a stand time

and again against high pressure methods of increasing circulations, and has urged the permanent building of good subscription lists by making newspapers meritorious. It believes that merchants buying newspaper space are entitled to the facts concerning circulations and that the publisher should have at heart the interest of the man with whom he is doing business just as the merchant should look after the best interests of his customers.

best interests of his customers.

Mr. Iglauer's statement concerning salacious stories does not apply to the country field, we believe. The indictment concerning subscriptions secured through contests, we believe, is also overdrawn, as more and more country newspapers are getting away from the contest idea each year. However, there are still too many newspapers that do not pay enough attention to their subscription lists, letting subscribers drag along without paying, burdening themselves with free copies or following other practices that are not just the other practices that are not just the best of business.

best of business.

Simple rules that will help in making your paper what it should be are to give your readers the best edited paper that it is possible for you to produce; keep the appearance of your paper as neat and clean as possible, reseting your standing advertisements occasionally, keeping your ink fountain clean and changing the tympan on your press regularly; keep your circulation trimmed to those only who want and pay for your paper. It is a waste of yours and your merchant's money to send the paper to those who do not want it and will not pay for it. If you

follow these rules your circulation may appear to be less for a while, but it will rebuild itself, and become a permanent asset both to yourself and your advertisers.

Byron Pumphrey, Lexington, a student in journalism at the University, who has been managing editor of the Hazard Herald for the past few months, has been appointed assistant editor of the Kentucky Progress magazine under the editorialship of C. Frank Dunn and has taken up his dutes at Frankfort. dutes at Frankfort.

> Good times in store And you'll understand At the annual meeting In June at Ashland. -Apologies to Shakespeare.

ANOTHER IDEA FOR USING UP ODDS AND ENDS

Printed salesmanship: — In every printing plant there accumulates a lot of left-over cover stock, strips trimmed from oversize stock. These can be turned into printing orders by getting up a series of colorful miniature folders for customer's salesmen to carry in their pockets and pass out where they will do the most good. A 2x2¾ inch folder opened flat requires a piece of stock 4x5½, folded twice, the back usually being blank. Two or more colors are advisable, because the size will render the folders inconspicuous. Salesmen like to pass them out, and it helps them. helps them.

Do You Belong To The State Press Association?

SK yourself the question, "Why should I be a member of the Kentucky Press Association?" and then note the following affirmative reasons:

- Because I feel obligated to my trade organizations; as my duty to my business and my associates to maintain definite contact with others similarly engaged.
- Because I want to capitalize the possibilities such an organization affords, incident to cost work, educational endeavor, credit information and collection bureau.
- Because I know the value of information that comes to me from the association headquarters.
- Because what I get out of it represents many times the amount of my dues.
- Because I am willing to put into it in proportion to what I expect to receive.
- Because I enjoy the spirit of good fellowship maintained among our members.
- Because I do not want my brother printer to feel that I am unwilling to do my share for the good of our industry.
- Because I recognize that competition is not the life of the trade, but that co-operation is-because if I need help I want to feel justified in appealing to my fellow-member for it.
- Because membership in our association means a definite better standing in the eyes of my cus-
- 10 Because I am unwilling to accept the rewards of the other fellow's efforts without contributing my share.

These reasons were borrowed from the Ben Franklin Witness, but they answer the propounded question quite satisfactorily. Are you a member of the Kentucky Press Association? If not, do you have a satisfactory reason for not belonging? Think it over.

(Continued From First Page)

All the competing copies of papers submitted in any of the above contests must be wrapped in a bundle preferably flat, securely tied, plainly marked as to the contest entry, and mailed to as to the contest energy, and mandet to Victor R. Portmann, chairmann contest committee, University of Kentucky, Lexington, on or before May 20, 1929. Only members in good standing of the

Kentucky Press Association are eligible to enter any of the above contests.

Each contesting publisher should write a letter as a precautionary measure, stating that he is forwarding a bundle of contest papers by separate mail.

mail.

The Kentucky Press Association has for its object the further development of Kentucky along economic and social lines, and realizing that a state-wide development is impossible without the cooperation of the local communities, the newspapers have been asked to lead the way and the Kentucky newspaper that serves best in this respect is to handsomely rewarded. is to handsomely rewarded.

is to handsomely rewarded.

The rules governing the contest are very few. In fact, about all a Kentucky newspaper has to do to participate in the contest is to lay aside the issues containing information regarding a community enterprise that has been helped across by the support of the paper through its news columns and see that these copies are transmitted in a well wrapped package. Some newspapers, on account of their smaller fields, do not have the same opportunpapers, on account of their smaller fields, do not have the same opportunity for community service that some of the newspapers in larger fields have and this fact will be taken into consideration by the judges.

The general rules of the contest follow and are all self-explanatory.

Contestants must be members of the Monthagher Press. Association in good

Kentucky Press Association in good

standing.

Contest will cover the twelve months ending May 20, 1929. All copies of the newspaper to be judged must be for-warded immediately after the final

warded immediately after the final publication in 1929.

All entries must be the general run of the paper and upon the same stock ordinary used for regular editions, or in case of special editions, as paper was sent to subscribers.

Publishers of contesting newspapers are to submit such copies as they deem necessary to set forth the facts on which their entry in the contest is based.

No Score Cards

It is not considered practical to pre-pare a score card for this contest, as the factor on which papers are to be judged is a matter of pertinent facts relating to the service of the contest-ing newspapers. Letters of Recommendation and Nomination should ac-company all entries, however, and the judges will be asked to submit a written report analyzing all entries and giving reasons for the award, based on the "letters of recommendation."

By "letter of recommendation" is meant a statement of the publisher re-garding his field. The more informa-tion the letter of recommendation con-tains, the better able the judges will be to properly rate the paper in respect to the opportunities to perform com-

(Continued From First Page) Miss Mary Chenoweth, of the CourierJournal, will be the speakers. Following is the program:

THURSDAY, JUNE 13

Registration Thursday afternoon, Henry Clay Hotel.

8:00 P. M. (E. S. T.)—Opening session in ball room, President J. M. Allen,

The Democrat, Cynthiana, Ky., presiding.

Address of welcome by B. F. Forgey, editor Daily Independent, Ashland, Ky. Response by Keen Johnson, editor Daily Register, Richmond, Ky. Announcements

8:30 P. M.—Visit to Armco (American Rolling Mill Company).

FRIDAY, JUNE 14

9:30 A. M.—Business session.

Address, "The Old and the New Court Parties," Dr. A. M. Stickens, Western Kentucky State Teachers College, Bowling Green.

Round Table, "An Audit Plan for Circulation of Country Newspapers," led by J. M. Lovett, editor Ledger & Times, Murray, Ky.

Address, "A. B. C. Membership for Smaller Daily and Weekly Newspapers," W. E. Chandler, chief auditor, Audit Bureau of Circulations, Chicago, Ill.

Awarding of Newspaper Prizes by Prof. Victor R. Portmann, Chairman of Newspaper Exhibit Committee, Department of Journalism, University of Kentucky, Lexington.

12:30 P. M.-Luncheon as guests of the Daily Independent, Ashland, Ky. 2:30 P. M.—Golf Tournament or Drive Through Tri-State.

Friday Night-Banquet at Country Club by Chamber of Commerce, followed by Reception and Dance.

SATURDAY, JUNE 15

9:30 A. M.-Business session.

Address, "Snap Shots," Miss M. Annie Poage, Ashland, Ky. Address, "The City Reporter," Miss Mary Chenoweth, The Courier-Journal, Louisville, Ky.

Report of Committee on Resolutions.

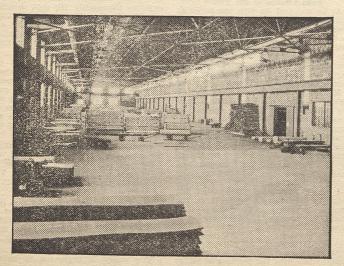
Unfinished Business.

Adjournment.

Printers in several sections have made cuts of maps of the trading territory of their communities, some with auto information. They sell letterhead jobs with these maps printed on the back, including appropriate text matter of

the booster and data variety. The selling idea is, to help the community. In some cases letterheads already in stock with merchants, banks, etc., have been returned to the printers for the extra returned to the run of this map.

A STEEL PLANT INTERIOR



One view of the enormous Armco plant which Kentucky editors will visit at Ashland during the mid-summer session of the K. P. A.

(Continued From First Page)

in a county insist on charging only \$1.00 or \$1.50, the usual result is to keep the rates of other papers down. In these cases business co-operation is needed, but papers enjoying a fair reader confidence can still boost rates with minimum lesses. with minimum losses.

Experience also shows that when one lone publisher takes the lead, others in the county are likely to follow in a year or two.

Five of the papers are not included

rive of the papers are not included in this tabulation, because they charge a double subscription rate. Two of these newspapers receive \$1.00 and \$1.50 and three of them \$1.50 and \$2.00 while they might as well all be getting \$2.00 straight. Such a policy is not advisable.

Should Ask at Least \$2.00

Subscription rates are an arbitrary thing. They are not based directly on costs, on value to the reader, of many thing except habit and custom. On some publications the subscribers pay less than 1 per cent of the cost of producing the paper; on others the subscriber pays 30 to 50 per cent. The point is that no weekly publisher should experience any conscience pains for asking \$2.00 a year for his paper, or, for that matter \$2.50. It's worth that or nothing to the great majority of weekly readers. costs, on value to the reader, or in any-

FACTS AND COSTS IN CHANGING TO 12-PICA COLUMNS

Fremont Schmidt, president The Springfield (Minn.) Advance-Press; Minnesota Short Course:—Going from 13-pica to 12-pica column and from 6 to 7 columns in an 8-page paper increases your advertising earning capacity 8 columns a week, except what you devote to more news.

you devote to more news.

Our cost in making the change was about \$35, as follows: Planing 8 chases, \$18; cutting slots for midget quoins in 8 chases, \$4; 8 side sticks, \$2; cutting off quoins, \$1.20; 2 dozen midget quoins and postage, \$4.11; welding double truck chase, \$1.50; labor in changing press \$4.00 press, \$4.00

A FEW IDEAS TO REPLACE WORRY ABOUT "COMPETITORS"

You have to watch, untiringly and relentlessly, over the quality of every item that bears your business name, because putting your name upon it commits your business honor to its

keeping.
You have to keep everlastingly on

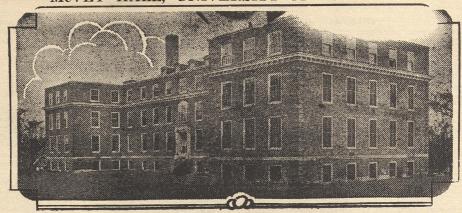
You have to keep everlastingly on the alert, knowing that no matter how much you hear and see and learn about it, you never can know enough. You have to maintain the closest kind of watch upon production problems, while at the same time never letting the natural disire to simplify them and bring down production costs interand bring down production costs inter-fere with the major necessity of pro-

ducing what your customers want.

And last, but very far from least, you have to be as vigilant as it is humanly possible to be, in maintaining the health and spirits of your own organization, both your own permanent employes and your business connections.—Selected.

Send in that news item.

McVEY HALL, UNIVERSITY OF KENTUCKY



The new building which houses the Department of Journalism. Other departments include sociology, English, mathematics, the University Commons, and the University postoffice and book store. You are invited to inspect this modern and up-to-date building on your next visit to Lexington.

Miss Frances Holliday, of Jackson Times, Has Claim to Be the Youngest Editor in the State

Miss Frances L. Holliday, winsome editor of the Jackson Times, claims to be the youngest newspaper editor in Kentucky. and maybe the youngest Kentucky, and maybe the youngest woman editor in the United States, Publishers Auxiliary please note. Miss Holliday is now using the typewriter, paste, and shears daily in her pursuit of all the news in Jackson. and—well, we will let her tell her own story:

I am twenty years old, being born August 24, 1908. My home has always been in Jackson, Ky., though I attended school at Kentucky Wesleyan College one year and taught a one-room school in a coal camp in Perry

room school in a coal camp in Perry county last year. My father, M. H. Holliday, bought the Jackson Times about nine years ago. For some time previous to that my mother has been a reporter on the paper.

When I was 14 years old my father let me begin to try my hand at keeping his books in the newspaper office. He believed that his children should have a chance to learn to do things for themselves. For keeping books I received a small salary and quite a bit

have a chance to learn to do things for themselves. For keeping books I received a small salary and quite a bit of experience. I kept this up off and on until I finished high school, posting his books during the school term, in the afternoons and on Saturdays. The summer after I finished high school, I was permitted to run the paper for one month. I had quite a bit of help, but enjoyed the work.

Worked on College Paper
In August my father sold the paper and entered the insurance business, while I entered upon my college course at Wesleyan College at Winchester. I had hardly reached Wesleyan until I was invited to join the paper staff there. During the fall I served at reporter and proofreader. At the end of the second quarter I was made assistant editor. But I did not return to Winchester. I finished my junior college work at Lees where I was allowed to teach music part of was allowed to teach music part of

the time. Lees Junior College is in Jackson.

A few weeks before I finished my school, which I was teaching this past winter, my father, who is now editor and manager of the Hazard Leader, called me to come to Hazard to see him on important business. When I will have the control of the world like to him on important business. When I arrived he asked me if I would like to take over the Jackson Times. I hardly believed that he meant it, but replied that I certainly would. About three weeks later I came home and a short time after that, my father completed a deal whereby he purchased the controlling interest in the Jackson Times.

Took Charge of the Times

As he was tied up with the paper at Hazard, he turned the Jackson paper over to me. For about two weeks mother helped me with writing the news, and my father helped show me the business end. I am still learning the business end, though I am able to carry on the ordinary business, and

carry on the ordinary business, and

carry on the ordinary business, and most other kinds, by myself.

My duties are to edit or write all news that goes into the paper; including editorials; to sell ads, collect the accounts, watch the outgo and the income, pay off a number of old bills that were passed down to me, order the materials and oversee the plant in general. My estatistic are a booklean.

the materials and oversee the plant in general. My assistants are a bookkeeper, a linotype operator, an ad and make-up man and my brother, who helps at most everything.

I enjoy newspaper work from the least to the biggest part. It is the profession that I shall probably continue in, though I have considered others. others.

M. H. Holliday, who for the past six months has held the position of editor and manager of the Hazard Leader, has resigned that position and will reenter the insurance business.

* PERSONAL * * * * *

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E. D. Mitendorf, with the Ironton Tribune for the last four years, has purchased the controlling interest in

the Russell Times.

The Hazard Leader, Inc., headed by E. T. Wheeler, president, and J. A. Smith, secretary-treasurer, recently installed a Model 14 Linotype. M. H. Holstalled a Model 14 Linotype. M. H. Holiday, a successful country publisher for several years, is manager of this weekly, and has proved his worth with this publication, too. Mr. Wheeler is one of the leading attorneys of the county, and a bank director. Mr. Smith is the county court judge.

Urey Woodson, of Owensboro, is on a trip to SanFrancisco by a round about way, which, undoubtedly, he is enjoying thoroughly. His first objective was Florida, then Havana, and through the Panama Canal to Los Angeles and San Francisco, with possibly Honolulu next, if Mrs. Woodson finds the mid-Pacific city appealing.

Half of the common stock of the Danville Messenger has been purchasbanville Messenger has been putchas-ed by J. Sterling Towles, who becomes business manager. Editor Alcock con-tinues as editor. Mr. Towles, who has been city editor about four years, is an able newspaper man, and has assisted materially in the growth of the Messenger.

William M. Likens, formerly publisher of the Peoples' Tribune at Uniontown, Pa., has started a new paper at Carrollton, with the same name. The paper is Linetype equipped, with 7 point Ionic No. 5.

The Harlan County Courier is a new weekly at Harlan, the first issue of which consists of 24 pages, printed under the date of April 18. Joe J. Heil, of the Service Printing Company, is editor and publisher.

The editor is beginning to believe that nothing ever happens to Ken-tucky editors or Kentucky newspapers! Send in THAT news item.

EDITORS SHOW INITIATIVE IN COMMUNITY SERVICE

That editors of country weeklies are taking advantage of the opportunity to accomplish something worth while in the various communities was strikingly evidenced when the judges in the annual N.E. A. Community Service contest announced awards at the Memphis convention, and supplementative contest announced the compensation of the community with a state of the commu ed the announcement with a state-ment of the various services rendered ment of the various services reindered by newspapers which won prizes and honorable mention. The following from that statement and report should be of interest as well as an inspiration to all publishers.

Winner of first prize, the trophy of-fered by Editor and Publisher: Re-publican-Record, Chardon, Ohio, H. C. Parsons, editor. The outstanding achievements of this paper were the

1. Ousting a gambling club and fear-

Ousting a gambling club and fear-less exposure of a county official who tolerated the conditions.
 Bringing to time a bus company, a dead organization, which boasted a "stand-in" with the utilities commis-sion, and forcing a revocation of its permit so that a better company, that

would give service, could take hold.

3. Fostering a maple festival and popularizing this delightful sirup—a great help to the county Geauga, where maple trees abound. Saving where maple trees abound. Saving trees of such value is in itself most praisworthy.

4. Aiding farmers in growing bigger and better potatoes.

Aiding a community Christmas

6. Inspiring homes beautiful, rehabiltating tumbledown houses, cleaning neglected yards, reclaiming several of the worst looking lots in town. The Republican-Record spent \$60 in prizes for three flower shows.
7. Keeping after things until they

were won.

were won.

Second prize winner: Forence (Ala.)

Herald, Marcy B. Darnell, editor.

1. The Herald has twice before received second in this contest, showing

that this newspaper is a constant worker for community betterment. 2. Brought about the building of a \$40,000 county high school in the little village of Rogerville, Laureldale coun-

Shoals

t

7.
3. Special activity in the Muscle hoals development.
4. Helped establish a curb market or the good of farmers and house-olders. holders

5. Helped broaden trade area and bringing half million dollar industrial plant to Florence; hastened the build-ing of many new improved highways.

ing of many new improved highways.
6. No other local paper is so widely quoted—four times in one issue of the Literary Digest—thus bringing Florence in the public eye of the nation, a valued asset to any community.
Winner of third prize: Farmville (Va.) Herald, J. Barrye Wall, editor.
Fight against the sale of the municipal light plant which the city council was ready to sell.
Honorable Mention: Falmouth (Mass.) Chronicle.
Bringing about community interest to prevent automobile accidents.
Honorable Mention: Colorado Springs

(Colo.) Farm News, John N. Green,

Aiding farmers to market crops and teaching that the cow, pig and hen are real mortgage lifters. One editon of the real mortgage lifters. One edition of the Farm News had forty pages devoted to a farm show in November.

Securing information relative to slip poisoning and means of prevention.

Honorable Mention: McMinnville (Ore.) Telephone-Register.

Brought about the engagement of farm agents.

Led a drive to double the number of books in the public library.

Honorable Mention: Hickman (Ky.)

Courier, A. Robbins, editor.

Its persistent propaganda resulted in

Its persistent propaganda resulted in 27 miles of hard-surfaced roads in the county

Aiding in the adoption of a budget plan in the county. Fought for and gained a bridge across the Mississippi river.

Aiding the Red Cross in handling flood refugees during the Mississippi floods.

Writing in the Wyoming Press, C. W. Warwick, editor of the Canyon, Texas, News, contributes some sound sugges-

tions on eliminating leaks that drain the profits of a country shop. Among the leaks pointed out were the following:

Failure to save the dross skimmed from linotype metal is always expen-sive, while cashing in on old electro-types is a nice item in some shops.

Publishers at times find use for the heavy paper and twine around news print and effect a saving that way.

The writer suggests that probably the greatest loss in the paper line comes from cutting bonds and book papers for jobs. Stock should be figured with care, and odds and ends saved. In opening stock the flap of the wrapper should be left to protect the paper from light and dust. Proper shelving is another important item.

Care of rollers is another important preventative for leakage.

Probably the largest loss to the average country newspaper plant is a lack of front office help, which requires that one of the printers go to the front to wait on customers when the boss

Leaks make a subject that could profitably be studied by every publish-

THAT RULING JOB—

Every printer is called upon to make estimate of ruled jobs. Many refuse to handle this class of work because the small job plant does not have a ruling machine.

We are in a position to serve you with all kinds of ruled paper.

Simply draw out your dummy and state the color of the various ruled lines, specify the paper stock, and we will deliver the ruled job in your hands for printing n the shortest possible time. Don't refuse an order for ruled printing, we can help you. Let us give you estimates on this class of work. We'll help you plan it, too.

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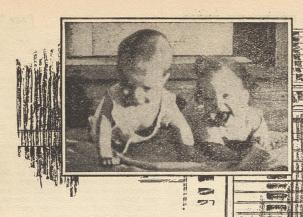
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"I decided I was whipped

IN THE LATE WINTER of 1926 (writes A. B. Edson, publisher of The Morton County Farmer at Rolla, Kansas, a town of two hundred population), I was faced with a problem. Twin boys arrived at our house and I knew that they would take all the time of the helper who had been assisting with our composition. I knew that it was going to take more money to care for those twin boys—and how was I going to get it single handed?

I decided I was whipped if I couldn't find Aladdin's wonderful lamp and give it a rubbing. I had thought of a Linotype, but how was I to get it now with this additional expense?

I went to the bank and asked for the loan of enough money to buy a Linotype for cash. The banker asked me to lay my "cards" on his desk. I did. He said, you write a check for one-fourth the cost and have the machine shipped with a sight draft attached to the bill of lading.

I walked out sort of feeling that the banker was a bigger fool than I was.

The machine came. I put it to work just twenty months ago. Today that machine has to its credit not only paying for itself, for I have bought my own building and have it partly paid for. I bought a cylinder press, used, and have it paid for; I bought a good used car and have it paid for, and am putting out a twenty-four page paper this week all by myself, all composed on my Linotype, and the twin boys are eating regularly all they want, and the Mrs. is looking over plans for a new house this summer with accommodations for more young men with modern appliances.

HOW COME? I have set my type in less time. I have had time to study out plans for advertising campaigns and have put them over because I could sell them as well as having some other fellow come in and do it for me. I got all the commissions. I could hop in and set the ads on my Linotype in a few hours using only the larger display lines from the cases, all the rest including neat borders from the machine.

During twenty months I have not been delayed a total of one hour due to machine troubles. I have taken jobs I could not have handled without a Linotype.

When some of the citizens saw the Linotype unloaded at the depot they said: "Here is where another editor goes broke."

I believed they were right. We all got fooled. I won't try to explain the psychology of it. All I know is that it is a fact, and my banker will tell you the same thing.

Y (TRADE LINOTYPE MARK)

Mergenthaler Linotype Company, Brooklyn, New York, San Francisco, Chicago, New Orleans, Canadian Linotype, Limited, Toronto 2, Canada. Representatives in the Principal Cities of the World.